

ARTICLE XI
SIGN REGULATIONS

SECTION 28 – 1101 SIGN REGULATIONS

28 – 1101.1 PURPOSES

The purpose of this section is to prescribe standards for the location, design, color, illumination, height and size of all types of signs within the Town of Easton in order to protect the unique natural beauty and small-town character of the Town. This section also intends to promote the following:

- A. To encourage the effective use of signs as a means of communication for the convenience of the public by preventing their over-concentration, improper placement and excessive size;
- B. To maintain and enhance the aesthetic environment while promoting creativity and the Town's ability to attract sources of economic development and growth;
- C. To minimize the possible adverse effect of signs on nearby public and private property;
- D. To protect and enhance the small-town character of Easton by requiring new and replacement signage which is:
 - 1. Creative and distinctive;
 - 2. Compatible with its surroundings;
 - 3. An integral component of the style and character of the building to which it relates;
 - 4. Appropriate to the type of activity to which it pertains
 - 5. Expressive of the identity of individual proprietors or of the community as a whole, and;
 - 6. Appropriately sized for its context
- E. To enable the fair and consistent enforcement of these sign restrictions; and
- F. To preserve and protect the public health, safety and general welfare.

1 **28 – 1101.2 APPLICABILITY-EFFECT**

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3 A sign may be erected, placed, established, painted, created, or maintained in the Town
4 only in conformance with the standards, procedures, exemptions, and other requirements
5 of this Section.

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7 The effect of this Section as more specifically set forth herein, is:

- 8
9 A. To establish a permit system to allow a variety of types of signs in commercial and
10 industrial zones and a limited variety of signs in other zones, subject to the
11 standards and the permit procedures of this Section;
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13 B. To allow certain signs that are small, unobtrusive, and incidental to the principal
14 use of the respective lots on which they are located subject to the substantive
15 requirements of this Section, but without a requirement for permits;
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17 C. To prohibit all signs not expressly permitted by this Section;
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19 D. To provide for the enforcement of the provisions of this Section; AND
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21 E. To require all signs to ultimately comply with the provisions of these regulations.
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23 **28 – 1101.3 ADMINISTRATION**

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25 A. PERMITS

- 26
27 1. Except for signs which are permitted without a permit, no sign shall be
28 erected, displayed, altered, or enlarged until an application has been filed,
29 and until a permit for such action has been issued. Applications shall be on
30 forms prescribed by the Zoning Administrator. At a minimum, all
31 applications shall include a scale drawing specifying dimensions, materials,
32 illumination, letter sizes, colors, support systems, and location on land or
33 buildings, with all relevant measurements.
34
35 2. Permits shall be issued only if the Zoning Administrator determines the sign
36 complies or will comply with all applicable provisions of this Ordinance
37 and the Town Building Code. Such application may be filed by the owner
38 of the land or building, or any person who has the authority to erect a sign
39 on the premises.
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41 3. The Zoning Administrator shall act within thirty (30) days of receipt of such
42 application together with the required fee. The Zoning Administrator's

1 action or failure to act may be appealed to the Board of Appeals under the
2 provision of Section 28 – 1303 of this Ordinance.
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4 B. FEES
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6 A schedule of fees for such permits may be established and amended from time to
7 time by the Mayor and Council.
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9 C. ENFORCEMENT
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11 The Zoning Administrator and/or the Office of Code Enforcement are hereby
12 authorized to enforce this Ordinance. The Zoning Administrator and/or the office
13 of Code Enforcement are authorized to order the repair or removal of any sign and
14 its supporting structure which is judged dangerous, or in disrepair, or which is
15 erected or maintained contrary to this Ordinance.
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17 D. REMOVAL OF SIGNS
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20 1. Removal of a nonconforming sign or replacement of a nonconforming sign
21 with a conforming sign is required when:
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23 a. A nonconforming sign, or a substantial part of a nonconforming
24 sign, is blown down, destroyed, or for any reason or by any means
25 taken down. As used in this subsection, “substantial” means 50
26 percent or more of the entire sign structure; or
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28 b. The condition of the nonconforming sign or nonconforming sign
29 structure has deteriorated without maintenance as required by this
30 section; or the nonconforming sign structure or building it is
31 mounted on is destroyed or damaged by a fire, flood, windstorm, or
32 similar abnormal event; and the cost of restoration of the sign to its
33 condition immediately prior to such deterioration or event exceeds
34 50 percent of the cost of reconstruction of the sign structure; or
35

36 c. The use of the nonconforming sign, or the property on which it is
37 located, has ceased, become vacant, or been unoccupied for a period
38 of [180] consecutive days or more. An intent to abandon is not
39 required as the basis for removal under this subsection.
40

41 2. Any sign which has been ordered removed, or is abandoned or discontinued,
42 as specified in subsection 1 above, shall be removed by the person, firm, or
43 corporation responsible for the sign within thirty (30) days of written notice

1 to remove. If any such sign is not removed within said thirty (30) day limit,
2 the Town may remove such signs.

3
4 3. Removed Signs deemed Refuse: Any sign or sign structure removed from
5 public property or within any public right-of-way may be deemed refuse
6 and disposed of by the Town.

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8 4. Removed Signs to be Stored: Any sign or sign structure removed by the
9 Town, which are not deemed refuse, shall be held not less than thirty (30)
10 days by the Town during which period it may be recovered by the owner
11 upon paying the Town for cost of removal and storage, and upon payment
12 of any imposed fine. If not recovered within the thirty (30) day period, the
13 sign or sign structure is hereby declared abandoned and title thereto shall be
14 vested in the Town for disposal in any manner permitted by law.

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16 **E. VARIANCES FOR SIGNS**

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18 The Board of Zoning Appeals may hear and decide applications for variance from
19 these Sign Regulations in accordance with the provisions of Section 28 – 1303.5
20 (C) of this Ordinance. However, as ample provision for premises identification
21 have been made herein and whereas design issues are a central theme of the Town
22 of Easton Comprehensive Plan, the Board shall examine all options when hearing
23 applications for Variances, in order to provide adequate identification, yet be
24 sensitive to design considerations (For example, this may mean granting an extra
25 building sign, rather than granting a height variance for a freestanding sign). For
26 Variances from the Sign Regulations, there is no presumption of an entitlement to
27 any particular type of signage.

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29 **28 – 1101.4 GENERAL**

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31 **A. PROHIBITIONS**

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33 1. Billboards, streamers, pennants, beacons, ribbons, spinners or other similar
34 devices shall not be constructed, posted, or erected in any zone.
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36 2. Flashing signs and signs containing reflective elements which sparkle or
37 twinkle in the sunlight are not permitted.
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39 3. Portable signs, inflatable signs or tethered balloons are not permitted.
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41 4. Wall signs in excess of two hundred (200) square feet.
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- 1 5. Freestanding signs in excess of fifty (50) square feet in area per side.
- 2
- 3 6. No sign, except for a traffic, regulatory, or informational sign, shall use the
- 4 words "stop," "caution," or "danger," or shall incorporate red, amber, or
- 5 green lights resembling traffic signals, or shall resemble "stop" or "yield"
- 6 signs in shape and color in any fashion that imitates official traffic control
- 7 signs.
- 8
- 9 7. Signs with exposed electrical wires.
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- 11 8. Strings of bulbs are not permitted, except as part of a holiday celebration.
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- 13 9. No person may erect a sign that constitutes a hazard to pedestrian or
- 14 vehicular traffic because of intensity or direction of illumination.
- 15
- 16 10. No person may erect, maintain, or suffer to remain a sign which:
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- 18 a. is structurally unsafe;
- 19
- 20 b. constitutes a hazard to public safety and health by reason of
- 21 inadequate maintenance, dilapidation or abandonment;
- 22
- 23 c. obstructs free entrance or exit from a required door, window, or fire
- 24 escape;
- 25
- 26 d. obstructs light or air or interferes with a proper functioning of the
- 27 building; or
- 28
- 29 e. is capable of causing electrical shock.
- 30
- 31 11. No sign shall exceed forty (40) feet in length.
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- 33 12. No sign surface shall exceed a vertical dimension of fifteen feet.
- 34
- 35 13. No person may erect a sign which is affixed to a fence, utility pole, or tree,
- 36 shrub, rock, or other natural object.
- 37
- 38 14. Signs shall not cover architectural details such as, but not limited to arches,
- 39 sills, moldings, cornices, and transom windows.
- 40
- 41 15. No attached signs shall project more than 36" beyond the building line.
- 42
- 43 16. Electronic message centers that have any motion in the transitioning

1 between messages or that change more frequently than once every twelve
2 (12) seconds.
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- 4 17. Other than legally permitted Sidewalk Signs, no signs shall be placed on or
5 about public property or within any public right-of-way except those
6 installed by the Maryland State Highway Administration and the Town of
7 Easton for public safety and welfare or pursuant to any governmental
8 function, law, ordinance, or other regulation.
9

10 B. NON-CONFORMING SIGNS AND SIGN STRUCTURES
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12 Non-conforming signs and sign structures may be altered only as qualified below:
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- 14 1. Nothing in the Section shall be deemed to prevent keeping in good repair a
15 non-conforming sign, including sign maintenance, repainting, and
16 replacement of broken or deteriorated parts of the sign itself.
17
18 2. Change and modification. A nonconforming sign or sign structure shall be
19 brought into conformity with this ordinance if it is altered, reconstructed,
20 replaced, expanded, or relocated. A mere change in copy is not an alteration
21 or replacement for purposes of this subsection.
22
23 3. A non-conforming sign or sign structure shall be removed within thirty (30)
24 days if the building containing the use to which the sign is accessory is
25 demolished or destroyed to an extent exceeding fifty percent (50%) of the
26 building's appraised value.
27
28 4. An electronic reader board may not be incorporated into a nonconforming
29 sign.
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31 C. MEASUREMENT OF SIGN AREA
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- 33 1. Sign measurements shall be based upon the entire area of the sign, with a
34 single continuous perimeter enclosing the extreme limits of the actual sign
35 surface.
36
37 2. For a sign consisting of individual letters or symbols attached to a surface,
38 building, wall, or window, the area shall be considered to be that of the
39 smallest rectangle, square, triangle, trapezoid, circle or any combination of
40 these shapes which encompasses all of the letters and symbols.
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42 3. The area of supporting framework (for example brackets, posts, etc) shall
43 not be included in the area if such framework is incidental to the display.

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4. When a sign has two (2) or more faces, the area of all faces shall be included in determining the area, except where two faces are placed back to back and are at no point more than two (2) feet from each other. In this case, the sign area shall be taken as either face, and if the faces are unequal, the larger shall determine the area.

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D. MEASUREMENT OF SIGN HEIGHT

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1. The height of any sign shall be measured from the surface of the road up to the highest point of the sign

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28 – 1101.5 DEVELOPMENT STANDARDS

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A. The following restrictions shall apply to permitted signs:

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1. Architectural compatibility: A sign (including its supporting structure and components, if any) shall be designed as an integral design element of a building's architecture, and shall be architecturally compatible, including color, with any building to which the sign is to identify and with surrounding structures as determined by the Town Planner and/or the Planning and Zoning Commission.
 2. Clearance from Electric Conductors: Signs shall not be located with less than five feet six inches (5'6") horizontal or ten feet (10") vertical clearance from overhead electric conductors which are energized under seven hundred fifty (750) volts. Signs shall not be located with less than eight feet six inches (8'6") horizontal or eleven feet vertical clearance from overhead electric conductors which are energized in excess of seven hundred fifty (750) volts.
 3. Component Painting: All light fixtures, conduit and shielding shall be painted to match either the building or the supporting structure that serves as the background of the sign.
 4. Lighting Requirements:
 - a. Externally lit signs shall be illuminated only with steady, stationary, shielded light sources directed solely onto the sign without causing glare. Light bulbs or lighting tubes used for illuminating a sign shall not be visible from adjacent public rights-of-way or residential properties.

- 1 b. The intensity of sign lighting shall not exceed that necessary to
2 illuminate and make legible a sign from the adjacent road or closest
3 right-of-way; and the illumination of a sign shall not be obtrusive to the
4 surrounding area (in accordance with exterior lighting standards
5 promulgated by the Town Engineer).
6
7 c. The fixtures used to illuminate signs shall not be directed toward nearby
8 residential properties.
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10 d. Internally illuminated signs are permitted in certain circumstances as
11 follows:
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13 i. individual back lit letters which are silhouetted against a softly
14 illuminated wall;
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16 ii. Individual letters with translucent faces, containing soft lighting
17 elements inside each letter; and
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19 iii. Metal-faced box signs with cut-out letters and soft-glow
20 fluorescent tubes.
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22 e. Fluorescent lights shall be allowed for indirect illumination when
23 placed in such a manner that the light tubes are not exposed to view
24 from the public right-of-way or sidewalk.
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26 f. All lighted on-site signs shall be illuminated indirectly by either interior
27 or exterior fixtures.
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29 5. Location:
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- 31 a. Except for legally permitted sidewalk signs, no signs shall be placed on
32 or about public property or within any public right-of-way.
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34 b. No sign or sign structure shall be erected in such a manner that any
35 portion of its surface or supports will interfere with free use of all fire
36 appliances; including hydrants, standpipes, automatic fire sprinkler
37 connections, and the like. Fire lanes shall not be obstructed by the
38 placement of any sign or sign structure.
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40 c. No sign shall obstruct any window to such an extent that any light or
41 ventilation is reduced to a point below that required by any law or
42 ordinance.
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6. Sign Materials: Sign materials shall be similar to or compatible with the structure they identify.
7. Visibility Triangle: Signs shall comply with the provisions of Section 28 – 1008 of this Ordinance pertaining to the obstruction of vision at intersections.
8. Signs indicating the current time and/or temperature are permitted provided they meet all other provisions of this Ordinance.
9. No more than 75% of the display area of any sign may be devoted to a reader-board (whether electronic or manual).
10. Noncommercial content may replace the message of any permitted sign provided the sign otherwise remains in compliance with the provisions of this Ordinance.

28 – 1101.6 SIGNS PERMITTED WITHOUT PERMITS

The following signs may be erected without issuance of a sign permit, provided all other applicable standards of this Ordinance are met:

- A. Temporary Signs in accordance with subsection 28-1101.8 below.
- B. Professional name plates or sign denoting the name and address of the occupants of the premises, which sign or name plate shall not exceed a total of one (1) square foot in area.

C. FLAGS AND BUNTINGS

1. All Flags and Buntings shall meet the following standards:
 - a. In addition to any flag encompassed by the definition of “Flag” or “Decorative Flag” (see Article II, Definitions – under “Signs”), any business or organization may display a flag which replicates its business name, trademark, or logo. Any other flag not covered by these definitions shall be governed by the rules of sections 28 – 1101.4 (A) 1 and 28 – 1101.6 (D).
 - b. Flags and buntings exhibited to commemorate holidays or seasons shall not exceed fifteen (15) square feet in area for flags and four (4) square feet in area per buntings. Any such flags and buntings may be erected; fifteen (15) days prior to the holiday or season. Those flags and buntings shall be removed no later than three (3) days after

1 the holiday, festival or season.

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3 c. Flags attached to buildings shall not exceed fifteen (15) square feet
4 in area.

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6 d. Flags flown from a pole may be no greater than 60 square feet in
7 area and shall not be flown from a flag pole which exceeds 40 feet
8 in height.

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10 e. There shall be no more than four (4) flags and six (6) buntings
11 displayed on any commercial or industrial parcel at any one time.

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13 f. No more than one (1) flag or decorative flag per residential unit.
14 Such flag shall not exceed fifteen (15) square feet in area and must
15 be flown via a flagpole attached to the residence.

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17 D. Signs erected or posted and maintained for public safety and welfare or pursuant to
18 any governmental function, law, Ordinance, or other regulation.

19
20 E. Directional signs solely indicating ingress and egress placed at driveway locations,
21 containing no advertising material, other than the business name or logo, and where
22 display area does not exceed three (3) square feet or extend higher than four (4) feet
23 above ground level. Such sign will conform in all respects with the requirements
24 of this code; and

25
26 F. Signs relating to trespassing and hunting, not exceeding two (2) square feet in area.

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28 G. "Self/full Serve" signs not to exceed three (3) square feet in area are permitted on
29 each end of each pump island.

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31 H. Signs affixed to the top or sides of an operable fuel dispensing pump shall not
32 exceed three (3) square feet in area, and shall only display instructional or price
33 information, and shall not include advertising copy pertaining to any product, sale
34 or promotion.

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37 **28 – 1101.7 SIGNS PERMITTED AFTER ISSUANCE OF SIGN PERMIT**

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39 The following signs may be erected in the Town of Easton after issuance of a sign permit by
40 the Town:

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42 Only signs which refer to a permitted use or an approved Special Exception use as set forth in
43 Article II of this Ordinance are permitted, provided that such signs conform to the provisions

1 of this Section, and are located on the same lot as said use.

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3 Signage within shopping centers shall be developed in accordance with an approved General
4 Signage Plan as per Section 28 – 1007.2 (A) 26 (C) of this Ordinance.

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6 A. BUILDING SIGNS

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8 1. Wall Signs

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10 a. Wall signs shall not project more than fifteen inches (15”) from the
11 building surface.

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13 b. Wall signs shall not be mounted higher than the eave line or top of the
14 parapet wall of the building and no portions of the sign shall extend
15 beyond the ends of the wall to which it is attached.

16
17 c. For each business on a separate property, wall-mounted signage for
18 each street frontage is permitted with a maximum area of one square
19 foot of signage per one lineal foot of street frontage of the building.

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21 d. Buildings which have multiple businesses accessed by *separate*
22 entrances each business shall be permitted one building sign for each
23 street frontage with a maximum area of one square foot of signage per
24 one lineal foot of street frontage of the building dedicated to that
25 business.

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27 e. When two (2) or more businesses occupy one (1) building with *common*
28 entrances (i.e. without separate entrances) the permitted wall signage
29 shall be approved by the Planning and Zoning Commission during the
30 site plan review process, or as an item from staff by the Planning and
31 Zoning Commission if site plan approval is not required.

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33 2. Awning or Canopy Sign: Any portion of an awning containing advertising copy
34 shall be treated as a wall or building sign and shall be included in the overall
35 area calculations for such signs.

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37 a. Signs may be attached flat against awnings made of rigid materials, and
38 shall not project above the awning. Awnings of non-rigid materials (e.g.
39 canvas) shall have signs only appliquéd or painted on them.

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41 b. There shall be a minimum clearance of at least eight (8’) feet between
42 the bottom of the awning and the ground at grade.
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3. Directory Signs: Directory signs may be provided to identify individual businesses or occupants of the same building or building complex, in accordance with the following:
- a. The display board shall be of an integrated and uniform design.
 - b. No more than one sign panel not to exceed two (2) square feet in area is permitted per directory for each tenant business.
 - c. Directory signs shall be placed in one or more groups nearest the pedestrian entrances adjacent to the building complex only, and may be wall-mounted or freestanding signs. Such signs shall not exceed six (6') feet in height.
 - d. The total area of any directory sign shall not exceed thirty (30) square feet or ten (10) square feet within the CBD Zoning district.
 - e. Property management companies are allowed one (1) identification sign per building managed not to exceed two (2) square feet. Such signs shall not count against total allowable directory signage.
 - f. Directory signs shall not contain advertising copy.
4. Marquee Sign: is a sign which utilizes changeable letters or copy and is restricted to commercial uses for the purpose of advertising dramatic, musical, entertainment, or motion picture events which occur on the premises on a regular basis, subject to the following standards:
- a. There shall be no more than one internally illuminated change-letter marquee sign per property.
 - b. The area of a marquee sign shall not exceed forty-eight (48) square feet in copy area. Such sign shall be incorporated into the main freestanding sign or may be wall-mounted.
 - c. Letters or symbols shall not exceed twelve (12") inches in height.
 - d. Any portion of a marquee sign incorporated into the main freestanding sign or building sign shall be treated as such and shall be included in the overall calculations for such sign.
5. Projecting and Suspended Signs: Projecting and suspended signs shall be treated as building signs and shall be included in the overall area calculations

1 for building signs.

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- 3 a. The two sides of a projecting or suspended sign must be parallel back
- 4 to back and shall not exceed twelve (12") inches in thickness, and ten
- 5 (10) square feet in area.
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- 7 b. A projecting sign shall be hung at right angles to the building and shall
- 8 not extend more than three (3') feet from a building wall.
- 9
- 10 c. Projecting or suspended signs shall have a minimum clearance of eight
- 11 (8') feet above grade and shall not project into a vehicular public way.
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- 13 d. The top of the sign, if suspended, should be in line with whichever is
- 14 the most successful application of scale, linear continuity or visibility as
- 15 determined by the Town Planner.
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17 6. Roof Signs:

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- 19 a. Signs shall not project above the peak of the roof or extend above the
- 20 top of a parapet wall.
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22 7. Window Signs:

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- 24 a. Window signs shall be permitted for any nonresidential use in a
- 25 residential district, and for all commercial and industrial districts,
- 26 subject to the following limitations:
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- 28 1. The aggregate area of such signs shall not exceed 25 percent of
- 29 the window area on which signs are displayed. Window panels
- 30 separated by muntins or mullions shall be considered as one
- 31 continuous window area.
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- 33 2. Window signs shall not be assessed against the sign area
- 34 permitted for other sign types.
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36 B. FREESTANDING SIGNS:

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- 38 1. No more than one free-standing sign per building lot, not exceeding fifty (50)
- 39 square feet (per side) in area, the top of which is not more than ten (10) feet in
- 40 height, and which contains only the name of the owner, trade names, trade mark,
- 41 products sold, and/or describes the business(es) or activity conducted on the
- 42 premises whereon such sign is located. Except in the CBD Zoning District,
- 43 such sign shall be placed on a continuous base that is at least as wide as

horizontal width of the sign it supports. Such sign shall be set back at least ten (10) feet from any property line. Signs setback a minimum of 100 feet from property line may be enlarged to not more than one hundred (100) square feet.

2. A landscaped area equivalent to two and one-half square feet for each square foot of the area of each side of a freestanding sign shall be maintained by the permit holder. This area shall be kept in a neat and clean condition, free of weeds and rubbish. The landscaped area shall contain living landscape material consisting of native shrubs, perennial ground cover plants, or a combination of both placed throughout the required landscape area and having a spacing of not greater than three feet on center. Where appropriate, the planting of deciduous or evergreen trees installed in a manner which frames or accents the ground graphics structure is encouraged.
3. Each building must incorporate its legally assigned street number into its freestanding sign.
4. In addition to the above, each gasoline/service station or other business selling automotive fuel is permitted one price sign not to exceed eight (8) square feet in area and eight (8') feet in height and shall be incorporated into the main freestanding sign.
5. No more than one (1) freestanding sign identifying a subdivision, multifamily or Planned Development (PR, PUD, or HC) project. Such sign shall not exceed fifty (50) square feet in area or ten (10) feet in height. The location of such sign shall be indicated on required site plans or subdivision plats.
6. No more than one (1) freestanding off-site sign may be permitted only for businesses which are accessed exclusively via an easement such that a sign could not be placed in a manner which respects the setbacks. Such a sign shall require written permission from the owner of the property on which the sign is to be located.
7. Premises with excessively long frontages, 300 feet or more, may be allowed an additional freestanding sign for each increment of 300 feet.
8. Multiuse buildings. A multiuse building may have one freestanding sign facing each street or highway on which the building has frontage. The maximum size restriction for such freestanding sign may be increased by up to 50 percent if three or more occupants share the same sign.

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2 C. ADDITIONAL OPTIONS FOR PEDESTRIAN-ORIENTED SETTINGS
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- 4 1. In addition to permitted wall or building signage, no more than one (1) sidewalk
5 sign, one (1) projecting sign, or one (1) post mounted sign per lot may be
6 permitted in the CBD Zoning District only when an otherwise permitted
7 freestanding sign cannot be erected because it cannot meet the setback
8 requirements. Such signs shall not exceed six (6) square feet in size. Post
9 mounted signs must be located entirely on private property. The post for such
10 sign may not exceed eight (8) feet in height above grade and the top of the sign
11 may not exceed seven (7) feet from grade. Such sign may not extend into any
12 pedestrian pathway or obstruct visibility for vehicular traffic. The post for such
13 sign shall have a maximum thickness of four (4) inches.
14
15 2. One sidewalk sign shall be permitted for each tenant of a shopping center. Such
16 sign shall be located in front of the business being advertised and must provide
17 six (6) feet of unobstructed sidewalk.
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19 3. Sidewalk signs shall be removed daily upon the close of the business for that
20 day.
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23 D. INSTITUTIONAL SIGNS
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- 25 1. No more than one (1) free standing sign or bulletin board identifying a school,
26 place of worship, library, museum, civic, social or fraternal club or society,
27 which sign shall not exceed thirty-two (32) square feet in area, six (6) feet in
28 height and shall be located upon the premises of such institutions. These signs
29 may also contain other information customarily incidental to said places or
30 organizations. This provision is in place of, rather than in addition to, the
31 standards for freestanding signs outlined in Section 28 – 1101.6 B above.
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33 2. No more than one (1) building sign or bulletin board identifying a school, place
34 of worship, library, museum, civic, social or fraternal club or society, which
35 sign shall not exceed thirty-two (32) square feet in area and shall be located
36 upon the premises of such institutions. These signs may also contain other
37 information customarily incidental to said places or organizations. This
38 provision is in place of, rather than in addition to, the standards for freestanding
39 signs outlined in Section 28-1101.6 A above.
40
41 3. Signage in excess (either in number or size) of the standards outlined in
42 subsections (1) and (2) above, may be considered and can be approved by the
43 Planning and Zoning Commission. Applicants seeking such additional signage

1 shall prepare and submit a Comprehensive Signage Plan to the Planning
2 Department depicting the location, size, materials, etc., for all signs desired on
3 the property. In their review, the Commission shall consider the request in the
4 context of the site (i.e. is the property in a commercial area or a residential
5 neighborhood), the compatibility and consistency of the signs with themselves
6 and with respect to the building they are identifying, safety/visibility concerns,
7 lighting issues, and other neighborhood compatibility issues.
8

- 9 4. Signs on scoreboards shall be exempt from these standards provided that no
10 more than 25% of the scoreboard area is taken up with such advertising signs
11 and provided further that said signage is oriented to the spectators in the venue
12 in which the scoreboard is located. Signage in excess of 25% of the scoreboard
13 may be considered by the Planning and Zoning Commission in accordance with
14 subsection (3) above.
15

16 E. ELECTRONIC SIGNS

17
18 In addition to the requirements prescribed above for the applicable sign type (i.e.
19 freestanding, building, and/or institutional), electronic or digital signs shall comply
20 with the following supplementary standards for such signs:
21

- 22 1. Electronic or digital signs are only permitted as electronic reader boards (note:
23 this standard is not intended to prohibit internally illuminated signs that are
24 otherwise in conformity with the Town's sign regulations).
25
26 2. Electronic signs shall be prohibited in the Historic Overlay District.
27
28 3. Electronic signs shall not change messages more frequently than once every
29 twelve (12) seconds.
30
31 4. There shall be no transition effects in the changing of messages, nor any
32 animation, flashing, blinking or similar effects utilized in the display of
33 messages.
34
35 5. Electronic signs shall be equipped with an automatic dimming photocell which
36 adjusts the display's brightness based on ambient light conditions.
37
38 6. Brightness levels shall not increase by more than 0.3 foot candles (or 3.23
39 lumens per square meter or lux) (over ambient levels), measured within 100
40 feet of the sign.
41
42 7. Electronic signs located on a lot adjacent to any residentially-zoned parcel shall
43 be turned off between the hours of 10:00 p.m. and 6:00 a.m.

8. Video Boards shall not be permitted on any portion of an electronic sign.

28-1101.8 LIMITED DURATION SIGNS

A. Limited Duration Signs, located on private property, are subject to regulations set forth below. Limited duration signs that comply with the requirements of this subsection shall not be included in the determination of the type, number, or area of signs allowed on a property.

B. Size and Number.

1. Non-Residential Property:

a. Large Limited Duration Signs: One (1) large limited duration sign is permitted per property on non-residential property. If a property is equal to or greater than five (5) acres in size and has at least 400 feet of street frontage one (1) additional large limited duration sign may be permitted so long as there is a minimum spacing of 200 feet between the two (2) limited duration signs.

i. Type: Freestanding sign or wall sign.

ii. Area: Each large limited duration freestanding or wall sign shall have a maximum area of 16 square feet or if the property is large enough for an additional large temporary sign, then the two 16 square feet signs may be replaced by one 32 square feet sign.

iii. Height: Large limited duration signs that are freestanding shall have a maximum height of eight (8) feet.

b. Small Limited Duration Signs: In addition to the large limited duration sign(s) outlined above, two small limited duration signs are permitted per property on all non-residential properties.

i. Type: Freestanding sign or wall sign.

ii. Area: Each small limited duration sign shall have a maximum area of six (6) square feet.

iii. Height: Small limited duration signs that are freestanding shall have a maximum height of six (6) feet.

1
2 c. Mesh-type Banner. In lieu of the Large and Small Limited Duration
3 Signs, a property owner may have one mesh-type banner attached to
4 construction fencing.
5

6 i. Area: The mesh-type banner may be up to 200 square feet
7

8 ii. Replacement. Such mesh-type banner shall replace all other
9 large and small limited duration signs for the property.
10

11 2. Residential Property:
12

13 a. Large Limited Duration Signs: If a property is equal to or greater
14 than five (5) acres and has at least 400 feet of street frontage, one (1)
15 large limited duration sign is permitted per property on residential
16 property.
17

18 i. Type: Freestanding sign or wall sign
19

20 ii. Area: Each large limited duration freestanding or sign shall
21 have a maximum area of 16 square feet.
22

23 iii. Height: Large limited duration signs that are freestanding
24 shall have a maximum height of eight (8) feet.
25

26
27 b. Small Limited Duration Signs: In addition to the large
28 limited duration sign outlined above, two small limited duration signs
29 are permitted per property on all residential properties.
30

31 i. Type: Freestanding sign or wall sign.
32

33 ii. Area: Each small limited duration sign shall have a
34 maximum area of six (6) square feet.
35

36 iii. Height: Small limited duration signs that are freestanding
37 shall have a maximum height of six (6) feet.
38

39 C. Permit Requirements
40

41 1. A permit for a limited duration sign is issued for one (1) year and may be
42 renewed annually.
43

1 2. An application for a limited duration sign permit must include:
2

3 a.A description of the sign indicating the number, size, shape,
4 dimensions, and colors of the sign, and the expected length of time
5 the sign will be displayed;
6

7 b.A schematic drawing of the site showing the proposed location of
8 the sign in relation to nearby building and streets;
9

10 c.The number of signs on the site.
11

12 D. Installation and Maintenance.
13

14 1. All limited duration signs must be installed such that in the opinion of the
15 Town, they do not create a safety hazard.
16

17 2. All limited duration signs must be made of durable materials and shall be
18 well-maintained.
19

20 3. Limited duration signs that are frayed, torn, broken, or that are no longer
21 legible will be deemed unmaintained and required to be removed.
22

23 E. Illumination: Illumination of any limited duration sign is prohibited.
24

25 **28-1101.9 TEMPORARY SIGNS**
26

27 A. Temporary Signs, located on private property, are exempt from standard permit
28 requirements. Temporary signs that comply with the requirements of this sub-
29 section shall not be included in the determination of the type, number, or area of
30 signs allowed on a property.
31

32 B. Size and Number.
33

34 a. Non-Residential Property:
35

36 i. Large Temporary Signs: One (1) large temporary sign is permitted
37 per property on non-residential property. If a property is equal to or
38 greater than five (5) acres in size and has at least 400 feet of street
39 frontage one (1) additional large temporary sign may be permitted.
40

41 1. Type: Freestanding sign, wall sign, or banner
42

43 2. Area: Each large temporary freestanding, wall or banner sign shall

1 have a maximum area of 32 square feet or if the property is large
2 enough for an additional large temporary sign, then the two 32
3 square feet signs may be replaced by one 64 square feet sign.
4

- 5 3. Height: Large temporary signs that are freestanding (including
6 freestanding mounted banners) shall have a maximum height of
7 eight (8) feet.
8

- 9 ii. Small Temporary Signs: In addition to the large temporary sign(s)
10 outlined above, two small temporary signs are permitted per property
11 on all non-residential properties.
12

- 13 1. Type: Freestanding sign or wall sign.
14

- 15 2. Area: Each small temporary sign shall have a maximum area of six
16 (6) square feet.
17

- 18 3. Height: Small temporary signs that are freestanding shall have a
19 maximum height of six (6) feet.
20

21 b. Residential Property:
22

- 23 i. Large Temporary Signs: If a property is equal to or greater than
24 five (5) acres and has at least 400 feet of street frontage, one (1) large
25 temporary sign is permitted per property on residential property.
26

- 27 1. Type: Freestanding sign, wall sign, or banner
28

- 29 2. Area: Each large temporary freestanding, wall or banner sign shall
30 have a maximum area of 32 square feet.
31

- 32 3. Height: Large temporary signs that are freestanding (including
33 freestanding mounted banners) shall have a maximum height of
34 eight (8) feet.
35

- 36 ii. Small Temporary Signs: In addition to the large temporary sign
37 outlined above, two small temporary signs are permitted per property
38 on all residential properties.
39

- 40 1. Type: Freestanding sign or wall sign.
41

- 42 2. Area: Each small temporary sign shall have a maximum area of six
43 (6) square feet.

- 1
2 3. Height: Small temporary signs that are freestanding shall have a
3 maximum height of six (6) feet.
4

5 C. Duration and Removal
6

- 7 i. Temporary signs may be displayed up to a maximum of 60 consecutive
8 days, two (2) times per year.
9
10 ii. The Town or the property owner may confiscate signs installed in violation
11 of this chapter. Neither the Town nor the property owner is responsible for
12 notifying sign owners of confiscation of an illegal sign.
13
14 iii. Permission: the party posting the temporary signs is solely responsible for
15 obtaining the permission of the property owner before posting their
16 temporary sign.
17

18 D. Municipal Notification: Temporary signs are exempt from the standard permit
19 requirements but the date of erection of a temporary sign must be written in
20 indelible ink on the lower right hand corner of the sign.
21

22 E. Installation and Maintenance.
23

- 24 i. All temporary signs must be installed such that in the opinion of the Town,
25 they do not create a safety hazard.
26
27 ii. All temporary signs must be made of durable materials and shall be well-
28 maintained.
29
30 iii. Temporary signs that are frayed, torn, broken, or that are no longer legible
31 will be deemed unmaintained and required to be removed.
32

33 F. Illumination: Illumination of any temporary sign is prohibited.
34

35 G. For Sale or Rent
36

- 37 i. In addition to the temporary signs provided for in this Section 28-1101.9,
38 two additional temporary signs may be located on a property when:
39
40 1. The owner consents and that property is being offered for sale or
41 rent through a licensed real estate agent or if for sale or rent by
42 owner through public advertising; and
43

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2. For a period of fifteen (15) days following the date on which a contract of sale has been executed or an agreement of lease has been executed by a prospective purchaser or tenant.
- ii. The additional temporary sign provided for in this Section 28-1101.9 G shall apply to both non-residential and residential properties.
- iii. The duration standard provided in Section 28-1101.9 C shall not be applicable.

DRAFT